

West Nile Virus Educational Project
West Central District Health Department
North Platte, NE
www.wcdhd.org



WNV Billboards

- Three billboard locations in the city of North Platte
- Each billboard displayed for 3 months during peak of WNV season
- Attention-getting design refers viewers to Local Health Department for WNV prevention recommendations

Little League Baseball Tournament Outreach

- Health Department staff offered WNV prevention information, brochures and DEET insect repellent towelettes to players and spectators

Foster Grandparent Program

- PowerPoint presentation on WNV history, transmission, disease symptoms and prevention

Media Utilized– TV

- WNV Coordinator interviewed, stressed importance of WNV education and prevention